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# COMMONWEALTH OF VIRGINIA



## OFFICE OF THE GOVERNOR **Executive Order 104 (2005)**

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### **CREATING THE GOVERNOR'S MOTORCYCLE ADVISORY COUNCIL**

#### Importance of the Initiative

Motorcycling is an increasingly popular form of transportation and recreation and a significant contributor to the marketplace. Tourism, business development, and charitable fundraising throughout the Commonwealth benefit significantly each year from the motorcycling community. There are over a quarter million licensed motorcyclists in Virginia, and over nine million motorcyclists nationwide, many of whom travel to Virginia to enjoy riding in the Commonwealth. Responsible riding by motorcyclists and the general driving public's awareness of motorcyclists in their midst create important transportation safety issues. Over 9,000 Virginians enroll in motorcycle safety training classes each year.

In 2004 the Commonwealth's Secretaries of Commerce and Trade, Public Safety, and Transportation initiated the "MotorcycleVIRGINIA" initiative to explore ways to promote motorcycle related tourism, business development, and safety in the Commonwealth. The working group leading this effort has been composed of representatives of relevant state agencies from those secretariats and stakeholders in the tourism, business, and motorcycle communities. The working group has produced and distributed over 50,000 "Watch for Motorcycles" awareness bumper stickers and has initiated a website funded by a National Highway Traffic Safety Administration grant and donations to promote its goals ([www.motorcycleva.com](http://www.motorcycleva.com)). The Governor's Motorcycle Advisory Council is created to perpetuate and expand upon the success of the working group.

#### The Council

The Council membership shall be appointed by the Governor and serve at his pleasure, and shall include a chairman designated by the Governor. The Council will include one member of the House of Delegates and one member of the Senate of Virginia. The Council will include a representative from each of the following state agencies: Department of Alcoholic Beverage Control, Virginia Economic Development Partnership, Department of Motor Vehicles, Department of State Police, Department of Transportation, and the Virginia Tourism Authority.

The Council shall include one representative from among Virginia's sheriffs, one representative from among its police chiefs, and one member representing the Board of Transportation Safety. There shall be sixteen citizen members, reflecting, but not exclusive to, the hospitality and tourism industry, motorcycle related business, motorcycle safety training organizations, and motorcycling advocacy groups. The Secretaries of Commerce and Trade, Public Safety, and Transportation shall serve as *ex officio* members.

The Council's responsibilities shall include the following:

1. Promote motorcycle related safety in the Commonwealth, including rider responsibility and community awareness of motorcycles;
2. Promote motorcycle related tourism and hospitality throughout Virginia, to the benefit of the Virginia tourism and hospitality industry, Virginia motorcyclists, and motorcyclists from other states and nations visiting the Commonwealth;
3. Promote motorcycle related business entrepreneurship, including two-wheeled aspects of the Virginia Motorsports Initiative.
4. Serve as a liaison between the motorcycling community and state agencies whose policies may effect motorcycling.
5. Function as a venue for shared imagination and discussion regarding the future role of motorcycling in Virginia's transportation scheme; economically, environmentally, and culturally.

The Council shall make a report of its activities by October 1, 2006. The Council shall meet at the call of the chairman.

#### Council Staffing and Funding

Necessary staff support for the Council's work during its existence shall be furnished by the Department of Motor Vehicles. An estimated 100 hours of staff time annually will be required to support the Council and no additional state funding shall be necessary to support the Council. Other financial support shall be developed from grants and donations.

This Executive Order shall be effective December 15, 2005, and shall remain in full force and effect until December 15, 2006, unless sooner amended or rescinded by further executive order or directive.

Given under my hand and under the Seal of the Commonwealth of Virginia, this 15<sup>th</sup> day December, 2005.

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Governor

Attest:

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Secretary of the Commonwealth